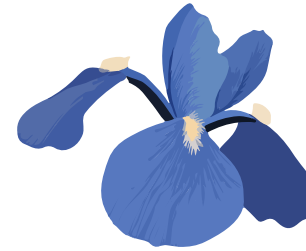


2026 AIFD SPONSOR

Prospectus



ELEVATE



ORLANDO
2026 NATIONAL SYMPOSIUM

July 2-6, 2026

When we elevate each other, we elevate ourselves

Meet, Present, & Sell TO QUALIFIED FLORAL & EVENT PROFESSIONALS!

The AIFD® National Symposium is the premiere five-day floral design educational event, attracting the industry's leading business owners, managers, and designers from around the world. With its well known spectacular stage presentations and hands-on design experience, the National Symposium inspires all who attend.



Elite Symposium Opportunities

- As an Elite Symposium Sponsor you will have the opportunity to receive the benefits listed within your selected sponsorship category. Where “optional” is listed you may select to add these to your benefit package.
- Elite Sponsorships require the commitment of either an all cash contribution or a combination of cash and product contribution which may include shipping costs of sending materials.
- Benefit opportunities are contingent upon receiving signed agreements and collateral by assigned deadlines. Sponsor may forfeit specific benefits if materials are not submitted by the published deadline.

- Elite Sponsorships cannot be shared.
- Sponsorship benefits extend to the company appearing on the sponsorship agreement only and may not be executed by secondary or partnering companies.

ELITE SPONSORSHIP LEVELS

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD
All Cash Contribution	\$40,000	\$30,000	\$20,000	\$15,000	\$10,500	\$5,000	\$3,000
Cash + Product & Shipping	\$20,000 cash + \$25,000 product	\$15,000 cash + \$20,000 product	\$10,000 cash + \$15,000 product	\$7,500 cash + \$12,500 product	\$5,000 cash + \$10,000 product	\$2,500 cash + \$5,000 product	\$1,500 cash + \$3,000 product

EDUCATIONAL AND MEAL FUNCTION BENEFITS

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD
MAIN STAGE PROGRAM OR MEAL FUNCTION SPONSORSHIP / CO- SPONSORSHIP <i>\$5,000 to \$15,000 value</i> We'll match you with a scheduled main stage program where your products are prominently featured - OR you'll have the option to sponsor a premiere meal function (dinner or luncheon).	Included	Included	Available Only as a Co-Sponsor	Available Only as a Co-Sponsor	-	-	-
SPONSOR RECOGNITION <i>\$500 value</i> Prior to your sponsored Main Stage program(s) your company representative receives recognition from the Main Stage with the opportunity to address the audience.	Included	Included	-	-	-	-	-
MAIN STAGE SPONSORSHIP COMMERCIAL <i>\$500 value</i> Your company's one-minute video commercial played prior to the Main Stage program(s) you are sponsoring. (You produce and provide video).	Included	Included	-	-	-	-	-
ADDITIONAL MAIN STAGE COMMERCIAL <i>\$750 value</i> You have the option to purchase one additional one-minute video commercial spot to be played on the jumbo screen during the pre or post-program announcements. (You produce and provide video and commercial schedule has limited number of available spots and are sold on a first-come first-served basis).	\$500 Reduced Cost Optional	\$500 Reduced Cost Optional	\$750 Optional	\$750 Optional	\$750 Optional	\$750 Optional	\$750 Optional

ELITE SYMPOSIUM OPPORTUNITIES

EDUCATIONAL AND MEAL FUNCTION BENEFITS (CONTINUED)

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD
OTHER PROGRAMMING & PRODUCT SPONSORSHIPS <i>\$500 value</i> You may be listed as an underwriter or have your products featured in a variety of other programming.	Optional	Optional	Optional	Optional	Optional	-	-

COMPLIMENTARY, DISCOUNTED AND SPECIAL BENEFITS

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD
AIFD® INDUSTRY PARTNER MEMBERSHIP DUES <i>Value \$570 annually</i> You receive either complimentary or reduced Industry Partnership members dues for the calendar year July 1, 2026 - June 30, 2027.	Full Membership Included	Full Membership Included	Full Membership Included	Full Membership Included	\$285 discount when paid at time of sponsorship	\$285 discount when paid at time of sponsorship	-
COMPLIMENTARY SYMPOSIUM REGISTRATIONS <i>Premium value \$1,249 ea. - General value \$849 ea.</i> <ul style="list-style-type: none"> Complimentary registrations must be completed by the early bird registration date of April 15, 2026. 	3 Premium	2 Premium	3 General	2 General	1 General	1 Showcase Day Pass	-
COMPLIMENTARY INDUSTRY SHOWCASE SPACES <i>\$750 per space value</i> <ul style="list-style-type: none"> Showcase agreement must be received by June 1, 2026 Complimentary tables do not include symposium registrations. All company representatives must have at minimum a Showcase day pass or a complimentary or paid Premium or General registration to participate in the Showcase. 	2 tables	2 tables	1 table	1 table	1 table	1 table	1 table
DISCOUNTED INDUSTRY SHOWCASE TABLES <i>\$500 per table value</i> Showcase agreement must be received by June 1, 2026 for discount to apply. <ul style="list-style-type: none"> Discounted tables do not include symposium registrations. All company representatives must have at minimum a Showcase Day Pass or a complimentary or paid Premium or General registration to participate in the Showcase. 	Purchase up to 3 additional tables at discounted rate. Optional	Purchase up to 3 additional tables at discounted rate. Optional	Purchase up to 2 additional tables at discounted rate. Optional	Purchase up to 2 additional tables at discounted rate. Optional	Purchase up to 2 additional tables at discounted rate. Optional	Purchase 1 additional table at discounted rate. Optional	Purchase 1 additional table at discounted rate. Optional
MAIN STAGE VIP SEATING Your company representatives receive VIP seating during your sponsored Main Stage program(s) or during a program where your products are prominently featured. <ul style="list-style-type: none"> VIP reservations must be submitted by June 15, 2026. 	6 seats	6 seats	6 seats	2 seats	2 seats	2 seats	2 seats

ELITE SYMPOSIUM OPPORTUNITIES

COMPLIMENTARY, DISCOUNTED AND SPECIAL BENEFITS (CONTINUED)

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD
SPONSORSHIP APPRECIATION RECEPTION Your key company representatives are invited to attend a private cocktail reception honoring your support of the Symposium. <ul style="list-style-type: none"> Reception is by invitation only with limited invitations based on Sponsorship level. 	6 invites	5 invites	4 invites	3 invites	2 invites	2 invites	2 invites

MARKETING AND PROMOTIONAL OPPORTUNITIES

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD
LOGO VISIBILITY \$2,000 value Your company logo included in Symposium marketing materials, event brochure, and on-site signage. <ul style="list-style-type: none"> Benefits contingent upon receiving collateral by assigned deadlines. 	Included	Included	Included	Included	Included	Included	Included
ELITE SPONSOR VIDEO LOOP \$500 value Company logo representation in Elite Sponsor video loop displayed on monitors throughout the Symposium venue. <ul style="list-style-type: none"> Benefits contingent upon receiving collateral by assigned deadlines. 	Included	Included	Included	Included	Included	Included	Included
ADDITIONAL ELITE SPONSOR VIDEO LOOP OPPORTUNITY \$500 value The option to provide a one-minute video clip that will be displayed on monitors throughout the Symposium venue (You produce and provide video).	\$250 Reduced Cost Optional	\$250 Reduced Cost Optional	\$250 Reduced Cost Optional	\$250 Reduced Cost Optional	\$500 Optional	\$500 Optional	\$500 Optional
EVENT APP - HOME PAGE ROTATING BANNER \$500 value Your company logo displayed on the Symposium App home page.	Included	Included	Included	Included	-	-	-
EVENT APP - SPONSOR PAGE \$500 value Your company logo displayed on the Event App sponsor page.	Included	Included	Included	Included	Included	Included	Included
PRE-SYMPOSIUM SOCIAL MEDIA ANNOUNCEMENTS \$400 value AIFD® will provide one announcement using your logo across it's top social media platforms highlighting your sponsorship.	Included	Included	Included	-	-	-	-

MARKETING AND PROMOTIONAL OPPORTUNITIES (CONTINUED)

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD
PRE AND POST SYMPOSIUM ATTENDEE LIST W/EMAILS \$2,500 value One (1) Pre-Symposium attendee list will be emailed 15 days following the close of early bird registration and one (1) Post-Symposium list to be emailed within 30 days of the close of Symposium. <ul style="list-style-type: none"> List does not include those who opted out on their registration form. AIFD® does not guarantee accuracy of emails or information provided. 	Included	Included	Included	Included	Included	Included	Included
SPONSOR SPOTLIGHT STAGE \$1,000 value Opportunity to conduct a 30 minute live demonstration or session on the Sponsor Spotlight Stage running throughout the Symposium. <ul style="list-style-type: none"> Spotlight Stage spots are limited and reservations are on a first-come first-served basis. 	Included	Included	Included	If available at a discounted cost of \$250 payable upon reservation.	If available at a discounted cost of \$250 payable upon reservation.	If available at a discounted cost of \$250 payable upon reservation.	If available at a discounted cost of \$250 payable upon reservation.
ELITE SPONSOR SUITE \$3,500 value Opportunity to utilize one (1) private Sponsor Suite to host events, and meet clients. <ul style="list-style-type: none"> AV and food and beverage available for an additional charge. All company representatives must have at minimum a Day Pass or a complimentary or paid Premium or General registration to participate. 	Included	Included	If available at a discounted cost of \$1,750 payable upon reservation.	If available at a discounted cost of \$2,000 payable upon reservation.	If available at a discounted cost of \$2,000 payable upon reservation.	If available at full cost payable upon reservation.	If available at full cost payable upon reservation.
AIFD® - FOCAL POINTS MONTHLY BLOG \$1,000 per placement Opportunity to provide advertorial content to be included in the AIFD® Blog Focal Points. <ul style="list-style-type: none"> See Media Kit for information and deadlines. 	3 placements	2 placements	2 placements	1 placement	1 placement	1 placement	1 placement
AIFD® WEBSITE \$500 value Logo placement with company website hyperlink.	Included	Included	Included	Included	Included	Included	Included
COMPLIMENTARY E-BLASTS \$500 per E-blast Your supplied content sent to AIFD® members in E-blast from. <ul style="list-style-type: none"> See Media Kit for information and deadlines. 	2 E-blasts annually beginning August 2025 ending in May 2026	2 E-blasts annually beginning August 2025 ending in May 2026	2 E-blasts annually beginning August 2025 ending in May 2026	2 E-blasts annually beginning August 2025 ending in May 2026	1 E-blast annually beginning August 2025 ending in May 2026	1 E-blast annually beginning August 2025 ending in May 2026	1 E-blast annually beginning August 2025 ending in May 2026

MARKETING AND PROMOTIONAL OPPORTUNITIES (CONTINUED)

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EMERALD
AIFD® MEMBERSHIP DIRECTORY <i>\$100 value</i> Receive the printed 2026-2027 directory mailed to your company representative at time of printing.	1 copy	1 copy	1 copy	1 copy	1 copy	1 copy	1 copy
BRANDED PROMOTIONAL MATERIALS Opportunity to provide your own branded gift or printed material to be included in the official Symposium Tote Bag. • Materials must be available onsite before June 29, 2026 to be included.	Included	Included	Included	Included	Included	Included	Included

For more information contact Symposium Director Suzie Kostick at suziek@aifd.org



Blossoming Sponsorship Opportunities

- Blossoming Sponsorships provide the opportunity for companies to gain exposure and present their unique products without a cash commitment.
- Blossoming Sponsorships require the commitment of a minimum dollar amount in product contributions which may include the shipping or freight costs of sending materials.
- Benefit opportunities are contingent upon receiving signed agreements and collateral by assigned deadlines.

BLOSSOMING SPONSORSHIP LEVELS

	PRODUCT & SHIPPING
ROSEBUD	\$5,000 minimum
ORCHID	\$3,000 minimum
DAFFODIL	\$1,000 minimum

EDUCATIONAL PROGRAMMING AND MEAL FUNCTION BENEFITS

	ROSEBUD	ORCHID	DAFFODIL
MAIN STAGE, HANDS-ON WORKSHOP AND MEAL FUNCTION PRODUCT SPONSOR <i>\$1,500 value</i> Whenever your products are featured your company logo will be included in the program credits, on posters and other information promoting your support of the event.	Included	Included	Included

COMPLIMENTARY AND DISCOUNTED BENEFITS

	ROSEBUD	ORCHID	DAFFODIL
COMPLIMENTARY SYMPOSIUM REGISTRATION <i>\$249 value</i> Receive a complimentary day pass for the day of the Industry Showcase.	1 Showcase Day Pass	-	-
AIFD INDUSTRY PARTNER MEMBER DUES <i>\$285 - \$570 value</i> As a Blossoming Sponsor you can add value to your sponsorship by electing to become an AIFD® Industry Partner at a discounted rate. <ul style="list-style-type: none"> • Industry Partnership begins July of 2026 through June 2027. 	\$285 discount when paid at time of sponsorship	\$285 discount when paid at time of sponsorship	\$285 discount when paid at time of sponsorship
DISCOUNTED PARTNER SHOWCASE SPACES As a Blossoming Sponsor you may purchase up to 2 Showcase Spaces at the discounted rate of \$500 per table. <ul style="list-style-type: none"> • Showcase agreement must be received by June 1, 2026 • Discounted tables do not include symposium registrations which are required to participate. • All company representatives must have at minimum a Showcase Day Pass or a Premium or General registration to participate in the Showcase. 	Optional	Optional	Optional

For more information contact Symposium Director Suzie Kostick at suziek@aifd.org

BLOSSOMING SYMPOSIUM OPPORTUNITIES

COMPLIMENTARY AND DISCOUNTED BENEFITS (CONTINUED)

	ROSEBUD	ORCHID	DAFFODIL
SPONSORSHIP APPRECIATION RECEPTION Your key representatives are invited to attend a private cocktail reception honoring your support of the Symposium. <ul style="list-style-type: none"> Reception is by invitation only with limited invitations based on Sponsorship level. 	2 invites	2 invites	2 invites
MARKETING AND PROMOTIONAL OPPORTUNITIES			
LOGO VISIBILITY \$2,000 value Your company logo included in Symposium marketing materials, event brochure, and on-site signage. <ul style="list-style-type: none"> Benefits contingent upon receiving collateral by assigned deadlines. 	Included	Included	Included
BLOSSOMING SPONSOR VIDEO LOOP \$500 value Company logo representation in the Blossoming sponsor video loop displayed on monitors in a high traffic Symposium venue location. <ul style="list-style-type: none"> Benefits contingent upon receiving collateral by assigned deadlines. 	Included	Included	Included
EVENT APP - SPONSOR PAGE Your company logo displayed on the Event App sponsor page.	Included	Included	Included
COMPLIMENTARY E-BLAST \$500 value Your supplied content/graphics sent to AIFD® members in E-Blast form one time. <ul style="list-style-type: none"> See Media Kit for information and deadlines. 	Included	-	-
POST SYMPOSIUM ATTENDEE LIST W/EMAILS \$1,250 value One (1) Digital Post-Symposium registration list will be emailed within 30 days of the close of Symposium. <ul style="list-style-type: none"> List does not include those who opted out on their registration form. AIFD® does not guarantee accuracy of emails or information provided. 	Included	Included	Included

For more information contact Symposium Director Suzie Kostick at suziek@aifd.org

ADDITIONAL NATIONAL SYMPOSIUM SPONSOR BRANDING OPPORTUNITIES

In addition to Elite and Blossoming Sponsorship opportunities the AIFD® National Symposium offers the following sponsorships, providing maximum exposure for your brand.

Our many options provide enhanced value propositions to increases your brand awareness through the entire Symposium and beyond.

These cash sponsored opportunities are in addition to the Elite and Blossoming Sponsor.

ADDITIONAL SPONSOR BRANDING LEVELS

CATEGORIES	REQUIREMENTS
INDIVIDUAL	You receive exclusive brand promotion.
SHARED	Your logo will be included along with the Symposium Logo on selected merchandise.



For more information contact Symposium Director
Suzie Kostick at suziek@aifd.org



ADDITIONAL SPONSORSHIP OPPORTUNITIES

	INDIVIDUAL	CO-BRANDED
BRANDED SWAG ITEMS		
Official Symposium Tote Bag	\$8,500	\$6,500
Official Symposium Badge Lanyard	\$4,500	\$3,000
Official Symposium Tote Bag Swag Your company logo imprinted on official Symposium merchandise such as notebooks, pens, and novelty items.		
Level 1	\$4,500	\$3,000
Level 2	\$3,500	\$2,000
Printed Schedule-at-a-Glance	\$3,500	N/A
Official Symposium Signage	\$5,000	N/A
HOSPITALITY SPONSORSHIPS		
Symposium Opening Reception	\$10,000	N/A
Industry Showcase Hospitality	\$10,000	N/A
First-time Attendee Reception	\$5,000	N/A
EDUCATIONAL EXPERIENCES		
Ambassador Experience	\$4,000	\$2,500
SAIFD Summer Intensive	\$3,000	N/A
Bringing FFA to AIFD® Experience	\$3,000	N/A
SAIFD Student Competition Prize Money	\$4,000	N/A
PRODUCT AWARENESS <i>(In product support for displays)</i>		
Lobby Décor	\$8,000	N/A
Registration Desk Décor	\$5,000	N/A
Opening Reception Décor	\$8,000	N/A

AIFD® Industry Showcase

- Showcase your brand on an international level during the AIFD® Industry Showcase. Display your latest and greatest products while attendees shop the Showcase.
- Participating in this highly anticipated event provides your brand with the opportunity to meet and mingle with the floral industries top decision makers.
- Show Specials, interactive displays and order writing are encouraged.
- Companies who receive the most ROI bring a team to network during the Showcase and while attending the many educational and social events happening during the Symposium.
- The Industry Showcase was a complete sell out for the past two years. The 2026 Orlando event is ramping up to be another success and a sell-out is expected. Booking early assures you a place at the year's most exciting and innovative floral industry event.
- AIFD® welcomes all industry and allied companies to take part in the Industry Showcase. Your company is not required to be an AIFD® Industry Partner or Sponsor to participate.
- Save when you pair your participation with a AIFD® Industry Partner Membership and watch your business grow!

	NON-MEMBER SHOWCASE ONLY: \$1,300	SHOWCASE AND INDUSTRY PARTNER BUNDLE: \$975 <i>(Best Value) For new and returning Industry Partner Members</i>	CURRENT AIFD® INDUSTRY PARTNER MEMBER - SHOWCASE ONLY: \$750	ELITE AND BLOSSOMING SPONSORS
AIFD® INDUSTRY PARTNER MEMBERSHIP	Does NOT include AIFD® Industry Partner Membership.	Includes the annual 2026-2027 AIFD® Industry Partner membership which includes extended Industry Partner membership benefits.	For current 2025-2026 Industry Partner members. Price does NOT include Industry Partner Membership for 2026 -2027.	Please see your sponsor level benefits that outline your Showcase opportunities.
SHOWCASE DETAILS	<ul style="list-style-type: none"> • 8'x 8' space with one (1) table, table linen and two (2) chairs. • Symposium attendee list sent 30 days following the Symposium. • Company information listed on Industry Showcase page on the official the Event APP. • Price does not include Symposium Registration which is required to participate. • All company representatives must have at minimum a Showcase Day Pass or a Premium or General registration to participate in the Showcase. 	<ul style="list-style-type: none"> • 8'x 8' space with one (1) table, table linen and two (2) chairs. • Symposium attendee list sent 30 days following the Symposium. • Company information listed on Industry Showcase page on the official the Event APP. • Price does not include Symposium Registration which is required to participate. • All company representatives must have at minimum a Showcase Day Pass or a Premium or General registration to participate in the Showcase. 	<ul style="list-style-type: none"> • 8'x 8' space with one (1) table, table linen and two (2) chairs. • Symposium attendee list sent 30 days following the Symposium. • Company information listed on Industry Showcase page on the official the Event APP. • Price does not include Symposium Registration which is required to participate. • All company representatives must have at minimum a Showcase Day Pass or a Premium or General registration to participate in the Showcase. 	See partner benefits
ADDITIONAL SHOWCASE SPACE	May purchase one (1) additional table at \$750 each	May purchase one (1) additional table at \$500 each	May purchase one (1) additional table at \$500 each	See partner benefits

SYMPOSIUM REGISTRATIONS

All company representatives must have a paid Symposium Registration to participate in the Showcase. Premium, General and Single Day options are available. *Price does not include Symposium Registration which is required to participate.*



For more information contact Symposium Director Suzie Kostick at suziek@aifd.org


BECOME AN AIFD® INDUSTRY PARTNER TODAY!

- Promote and increase awareness of your company through a partnership with our members.
- Join an impressive list of manufactures, suppliers, growers, wholesalers, shippers and service providers who represent the industries leading professionals and groundbreakers who support industry excellence.
- Receive member pricing on AIFD® shows and events for you and your associates.
- Share your insight and let your voice be heard by serving on a AIFD® National Committee.



For more information contact
Symposium Director
Suzie Kostick at suziek@aifd.org

BASIC AIFD® PARTNER MEMBERSHIP - \$570 ANNUALLY

MEMBER BENEFITS									
12 months of incredible membership opportunities beginning in July and ending in June the following year.	Printed Copy of the official AIFD® Membership Directory.	Company Listing in the AIFD® Membership Directory.	Logo placement in AIFD®s monthly Blog - Focal Points.	Opportunities to provide company press releases to be featured in Focal Points.	Discounted rates to participate in AIFD® sponsored events and the annual Industry Showcase.	Exclusive use of the AIFD® Partner logo. 	Two (2) E-Blasts annually sent to our membership with content you supply.	Opportunities to serve on one of AIFD®s National Committees as a representative of your company.	Included in the AIFD® Industry Partner list accessible from the AIFD® website with direct link to companies website.

EXTENDED BENEFITS FOR ELITE AND BLOSSOMING SYMPOSIUM SPONSORS

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE <i>with paid membership</i>	EMERALD <i>with paid membership</i>
PRINT ADVERTISEMENT \$750 - \$1,750 value Additional exposure in the Membership Directory. <i>*See Media Kit for information and deadlines.</i>	Included 1 page	Included 1 page	Included 1 page	Included 1/2 page	Included 1/4 page	Included 1/4 page	Included 1/4 page
AIFD® MEMBERSHIP DIRECTORY \$100 - \$200 value Receive additional copies of the printed directory to share with your associates.	Up to two (2) additional copies upon request	Up to two (2) additional copies upon request	Up to two (2) additional copies upon request	Up to two (2) additional copies upon request	One (1) additional copy upon request	One (1) additional copy upon request	One (1) additional copy upon request
ADDITIONAL COMPLIMENTARY E-BLASTS \$500 per E-blast value <i>See Media Kit for information and deadlines.</i>	Two (2) additional E-blasts annually	Two (2) additional E-blasts annually	Two (2) additional E-blasts annually	One (1) additional E-blast annually	One (1) additional E-blast annually	-	-

Media Kit

Making the most of your Symposium Sponsorship and Industry Partner Membership is easy to do with this convenient Media Kit!

When planning to utilize your marketing and promotional benefits please refer to the following specifications and deadlines for submitting materials.

While AIFD® is happy to extend the various opportunities, it is the company’s sole responsibility to provide proper and necessary materials and content by the deadlines

described. Missed deadlines may result in missed benefit opportunities.

Marketing and Promotional benefits do not carry over to the next year. Benefits must be used between August of 2026 and May/June of 2027.

AIFD® does not provide complimentary design services. If you need assistance in producing your materials please request a quote from our Graphics Design Team.

Send questions and materials by described deadline to info@aifd.org



MARKETING & PROMOTIONAL ITEMS FOR SUBMISSION

ITEM NAME	SPECIFICATIONS	DEADLINE
COMPANY LOGO	<div>Please provide a high resolution color and high resolution black and white version of your logo in either AI, EPS or PDF formats.</div> <div>Failure to provide proper logo files or missed deadlines may result in loss of deadline sensitive marketing opportunities.</div>	10 days of signing Sponsorship Agreement
COMPANY CONTACT INFORMATION AND DESCRIPTION	<div>REQUIRED INFORMATION:</div> <div><div><ul style="list-style-type: none">• Company mailing address• Company phone number• Company website• General company email</div><div><ul style="list-style-type: none">• Company Representative• Representative phone number• Representative email• 50 word description of your company or services</div></div>	10 days of signing Sponsorship Agreement.
MAIN STAGE SPONSOR COMMERCIAL	<div><ul style="list-style-type: none">• Sponsorship videos may not exceed one-minute in length.• Videos must be in Mp4 format.• Final and complete videos must be submitted no later than June 15, 2025.• Late submissions and on-site submission will not be accepted.• On-site changes to videos are not available.• AIFD® reserves the right to not allow videos it feels are not appropriate.</div>	June 1, 2026

ITEM NAME	SPECIFICATIONS	DEADLINE
AIFD® FOCAL POINTS MONTHLY BLOG ADVERTORIAL	<div><ul style="list-style-type: none">• Focal Points is published monthly on the last Sunday of the month.• Advertorials are limited to a maximum of 600 words.• You may include up to three (3) high resolution photos or graphics to accompany your content.• Advertorials must be submitted in WORD format.• Photos and graphics must be sent as separate files in JPG or PDF format.• No other file format will be accepted.• Sponsor Advertorial space is limited in each issue. AIFD® will accept no more than three (3) different Sponsors for each issue based on when the reservation is made.• You must reserve your space by the deadline to be included.</div> <div><div><div>August 2026 Issue: Reservation deadline: Monday, August 3, 2026 Materials deadline: Friday, August 14,</div><div>September 2026 Issue: Reservation deadline: Tuesday, September 1, 2026 Materials deadline: Tuesday, September 15</div><div>October 2026 Issue: Reservation deadline: Thursday, October 1, 2026 Materials deadline: Thursday, October 15</div><div>November 2026 Issue: Reservation deadline: Monday, November 2, 2026 Materials deadline: Monday, November 16</div></div><div><div>December 2026 Issue: Reservation deadline: Tuesday, December 1, 2026 Materials deadline: Tuesday, December 15</div><div>January 2027 Issue : Reservation deadline: Monday, January 4, 2027 Materials deadline: Friday, January 15</div><div>February 2027 Issue: Reservation deadline: Monday, February 1, 2027 Materials deadline: Monday, February 15</div><div>March 2027 Issue: Reservation deadline: Monday, March 2, 2027 Materials deadline: Monday, March 15</div></div><div><div>April 2027 Issue: Reservation deadline: Thursday, April 1, 2027 Materials deadline: Thursday, April 15</div><div>May 2027 Issue: Reservation deadline: Monday, May 3, 2027 Materials deadline: Monday, May 17</div></div></div>	See to the left and below for reservations and materials deadlines.

ITEM NAME	SPECIFICATIONS	DEADLINE
COMPLIMENTARY E-BLASTS	<ul style="list-style-type: none"> To optimize your marketing opportunities you may select the date that your E-blast will post. E-blasts must be scheduled 30 days in advance of expected post date. No exceptions. Completed E-blasts files must be submitted 15 days prior to scheduled posting date. No exceptions. E-blasts are limited to one (1) per month. Only prepared and completed E-blasts files will be accepted. AIFD® does NOT provide complimentary design services for E-blasts. Completed files should be sent in PDF format. E-blast can be scheduled starting August 1, 2026 through, May 1, 2027. 	30 and 15 days prior to your requested/expected post date.
MEMBERSHIP DIRECTORY AD	<p>All Directory ads are printed in black and white.</p> <p>AD SIZES:</p> <ul style="list-style-type: none"> Full page: 7.5 x 9.75 (no bleeds) Half Page Horizontal: 7.5 in x 4.75 Quarter Page Horizontal: 7.5x 2.5 Quarter Page Square: 3.6667 x 3.6667 <p>ACCEPTED FILE FORMATS:</p> <p>Press quality PDFs created in Adobe InDesign or Adobe Illustrator.</p> <p>All ads should be set up to output as one-color art. No color specifications should be applied to any type of art elements. This will prevent any unanticipated screen tints from appearing in the final output.</p> <p>Only prepared and completed ads will be accepted. AIFD® does NOT provide complimentary design services for ads. Individual logos are NOT considered ads and will not be accepted.</p>	June 15, 2026
SYMPOSIUM BROCHURE	<p>The Symposium Sponsorship Agreement must be signed, returned and first or complete payment received by November 15, 2025 to be included in the official Symposium Brochure.</p> <p>Your logo must be received by the deadline indicated under Company Logo to be included in the official Symposium Brochure.</p>	10 days of signing Sponsorship Agreement or no later than November 25, 2025



Send questions and materials by described deadline to info@aifd.org